

Message Text

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PAGE 01 STATE 237409

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INFO OCT-01 ARA-10 ISO-00 SS-20 RSC-01 EB-05 /037 R

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DRAFTED BY:COMM/BIC/OIM/242//FMOLNAR

APPROVED BY:EB/OCA/REP:RCJORGENSEN

COMM/BIC/OIM/242/BCAHILL

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TO AMEMBASSY BUENOS AIRES

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AMEMBASSY MONTEVIDEO

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E.O. 11652: N/A

TAGS: BEXP, AR, PA

SUBJE: FY 1975 COMMERCE TRADE PROMOTION EVENT SCHEDULE

REF: A) B.A. 7939 B) STATE 201766

1. POST RESPONSE TO PROPOSED FY 75 TRADE PROMOTION PROGRAM
APPRECIATED, REFERENCE A.

FROM RESPONSES AND CONSIDERATIONS PROGRAMMING AND BUDGETING
IN COMMERCE DEPARTMENT FOLLOWING NOW CONSTITUTES FY 1975
TRADE PROMOTION EVENT SCHEDULE FOR RIVER PLATE REGION:

-JULY 22-26/74 SHOE-MAKING AND LEATHER GODDS
MACHINERY EXHIBIT USTC

-AUGUST/74 AGRICULTURAL MACHINERY TRADE
MISSION TO UR. PA. (AND BRASIL)

-SEPT. 10-13/74 PLASTICS INDUSTRY PROCESSING EQUIP-
MENT CATALOG SHOW USTC

-SEPT. 30-OCT. 4/74 AVIATION COMMUNICATION EQUIPMENT
EXHIBIT USTC

-OCT. 8-11/74 HOSPITAL ADMINISTRATION AND HEALTH
CARE CATALOG SHOW, USTC

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-NOV. /74 CHEMICAL INDUSTRY EQUIPMENT TRADE

MISSION TO AR (AND BRASIL)

- NOV. 4-8/74 MATERIALS HANDLING EQUIPMENT EXHIBIT, USTC
- MARCH 24-28/75 AUTOMOTIVE MAINTENANCE AND REPAIR EQUIPMENT JEEP, USTC
- APRIL 21-25/75 PLANT MAINTANANCE, SAFETY AND SECURITY EQUIPMENT JEEP, USTC
- MAY 19-23/75 EDUCATIONAL EQUIPMENT AND TEACHING MACHINES JEEP, USTC
- JUNE 2-6/75 BUSINESS MACHINES AND OFFICE EQUIPMENT EXHIBIT, USTC

2. TO ASSURE MAXIMUM UTILIZATION OF TRADE CENTER NO MAJOR OFF-SITE EVENTS ARE CONTEMPLATED.

3. OIM PAST EXPERIENCE IN SCHEDULING TRADE MISSIONS TO COINCIDE MAJOR LOCAL CONGRESS VERY UNFAVORABLE. SUCH EVENTS DISTRACT FROM MISSIONS MAIN PURPOSE. THE CHEMICAL INDUSTRY EQUIPMENT SPECIALIZED TRADE MISSION WILL ALSO VISIT BRASIL. AGRICULTURAL MACHINERY SPECIALIZED TRADE MISSION, NOT SCHEDULED FOR ARGENTINA BECAUSE LOCAL PRODUCTION DEEMED ADEQUATELY COVERING THIS FIELD.

4. ALTERNATE THEMES FOR EXHIBITIONS ARE: PULP AND PAPER INDUSTRY EQUIPMENT AND TEXTILE INDUSTRY EQUIPMENT.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 04 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973STATE237409
Document Source: CORE
Document Unique ID: 00
Drafter: COMM/BIC/OIM/242//FMOLNAR
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731245/aaaabhgn.tel
Line Count: 86
Locator: TEXT ON-LINE
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) B.A. 7939 B) STATE 201766
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 05 OCT 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <05-Oct-2001 by williad>; APPROVED <15 MAR 2002 by izenbei0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: : FY 1975 COMMERCE TRADE PROMOTION EVENT SCHEDULE
TAGS: BEXP, AR, PA
To: BUENOS AIRES
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005